

which a copy of the oath or declaration is supplied, is considered to be part of the disclosure of the accompanying application and is hereby incorporated by reference.--

IN THE CLAIMS:

Please cancel Claims 67, 81 and 150.

- C<sup>2</sup>
- 5 1. (Thrice Amended) A method of playing a card game, comprising:  
generating electronic card representations for playing the card game;  
receiving player identification information prior to at least a first player playing the card  
game wherein said identification information is used to identify additional information related to the  
first player for use in subsequent instances of the card game;  
first playing a first instance of the card game between the first player and a substantially  
electronic [dealer] game playing module, wherein said [dealer] game playing module is dealt a first  
sequence of said card representations;  
second playing a second instance of the game between a second player and said [dealer]  
10 game playing module, wherein said first and second card game instances overlap in time and  
wherein said [dealer] game playing module is dealt a second sequence of card representations for  
playing said second instance of the card game;  
wherein said first and second sequences dealt to the [dealer] game playing module have at  
least different card representations in at least one identical card representation position, in each of  
15 said first and second sequences.

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5 6. (Once Amended) A method of playing a card game as claimed in Claim [5] 1,  
wherein said step of [supplying] receiving includes providing data related to one or more of: an age,  
a sex, a financial status, a location of residence, e-mail address, an educational level, a marital status,  
an amount of recreational time, a personal taste, a personal habit, size of household, a number of  
children.

7. (Once Amended) A method as claimed in Claim 1, wherein said [dealer] game  
playing module communicates said card representations via a communications network.

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8. (Once Amended) A method of playing a card game as claimed in Claim [7] 1, wherein advertising is displayed via the communications network to at least one of said first and second users [during said first and second card game instantiations, respectively].

9. (Once Amended) A method as claimed in Claim 1, wherein said [dealer] game playing module [resides at] is accessible from an Internet web site and said first and second players play the card game with said [dealer] game playing module using differently addressed Internet nodes for accessing said web site.

10. (Once Amended) A method as claimed in Claim 1, wherein said card representations [dealt] provided to the first player in said first game [instantiation] instance are interspersed between card representations from said first sequence [dealt] provided in said first game to said [dealer] game playing module.

11. (Once Amended) A method as claimed in Claim 1, wherein card representations [dealt] provided to the second player in said second game instance are interspersed between card representations from said first sequence.

12. (Once Amended) A method as claimed in Claim 1, wherein card representations [dealt] provided to the first player are not played by said second player.

13. (Once Amended) A method as claimed in Claim 1, wherein a probability of said first and second sequences having identical card representations is substantially equal to chance.

14. (Once Amended) A method as claimed in Claim 1, wherein said step of first playing includes a plurality of requests by said first player for card representations prior to said step of second playing [commences] commencing.

15. (Once Amended) A method as claimed in Claim 14, wherein said step of generating includes outputting a different substantially random card representation when a card representation is [dealt] provided.

C4 19. (Once Amended) A method as claimed in Claim 18, wherein said step of receiving an encoding includes supplying [a] player identification [to a card reader] provided on a storage medium that can be electronically read.

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20 (Once Amended) A method of playing a card game electronically, comprising:  
generating one or more card representations for playing the card game;  
first playing a first instance of the card game between a first player and a [dealer] game playing module, wherein the first player [is dealt] receives a first sequence of card representations;  
5 second playing a second instance of the card game between a second player and the [dealer] game playing module, wherein said first and second card game instances overlap in time, and wherein the second player receives a second sequence of card representations;  
wherein, for an initial series of one or more plays by said first player using said first sequence, when said second player also initially plays said initial series of one or more identical  
10 plays using said second sequence, then for corresponding identical plays by said first and second players, their corresponding hands of card representations are identical.

C5 25-22 (Once Amended) A method as claimed in Claim 20, wherein a card hand for the [dealer] game playing module when playing with the first player and a card hand for the [dealer] game playing module when playing with the second player are identical for each play of said initial series of plays played by the first and second players.

C6 27-24 (Once Amended) A method as claimed in Claim 20, wherein assuming said second player also initially plays said initial series, for each play of said initial series of one or more identical plays, a card hand for the [dealer] game playing module when playing with the first player is identical to a corresponding card hand for the [dealer] game playing module when playing with  
5 the second player.

C7 30-27 (Twice Amended) A method of playing a card game, comprising:  
receiving at a destination node, via a communications network, player identification information prior to at least a first player playing the card game, wherein an address for the destination node is used by the first player for transmitting said player identification information to  
5 said destination node;

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cont.

generating card representations for playing said card game with at least the first player and a second player, wherein the first and second players obtain card representations via transmissions from a common address of a communications network;

10 first transmitting of plays to a first player in a first game of said card game, wherein a first collection of one or more of said card representations is transmitted to the first player through the communications network;

second transmitting of plays to a second player in a second game of said card game, wherein a second collection of one or more of the card representations is transmitted to the second player through the communications network;

15 wherein said first and second collections are transmitted to said first and second players during an overlapping time period;

ceasing to transmit card representations to the first player before said first game is completed;

20 continuing to transmit card representations to the second player after said step of ceasing; terminating the playing of said second game with the second player;

subsequently continuing to transmit one or more card representations to the first player, to play said first game in response to the first player requesting an additional collection of one or more card representations;

25 commencing to transmit card representations to the second player for playing a third game of said card game, wherein a third collection of one or more card representations is transmitted to the second player and wherein the transmissions of the card representations for said additional collection and said third collection overlap in time.

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~~28~~<sup>31</sup> (Twice Amended) A method as claimed in Claim ~~27~~<sup>30</sup>, wherein said communications network provides card representations to at least the first player, via the Internet, from a card providing Internet accessible node, wherein the following additional steps are included:

5 transmitting, via the Internet, from the card providing Internet accessible node, first information related to communications between (a) the card providing Internet accessible node, and (b) a first Internet accessible node from which the first player communicates with the card providing Internet accessible node;

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10 wherein said first information is capable of being used in subsequent Internet communications between the card providing Internet accessible node and the first Internet accessible node;

causing said first information to be stored on the first Internet accessible node so that it is available in subsequent different Internet connections by the first player[;

first receiving, via the Internet, at the card providing Internet accessible node, second information indicative of said first information being present on said first Internet accessible node;

15 second receiving, via the Internet, at the card providing Internet accessible node, third information indicative of said first information being present on said first Internet accessible node when said first player has disconnected the first Internet accessible node from the Internet and subsequently reconnected to the Internet].

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35 ~~30~~ (Once Amended) A method as claimed in Claim ~~27~~<sup>30</sup>, wherein [each] said step of generating is performed by a card representation generating module for supplying card representations to both the first and second players.

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37 ~~32~~ (Once Amended) A method as claimed in Claim ~~31~~<sup>36</sup>, further including a step of receiving a request [by] from the first player to stand and a request [by] from the second player for a hit, when the first and second players are provided with a same card representation for their respective blackjack card hands.

38 ~~33~~ (Once Amended) A method as claimed in Claim ~~31~~<sup>36</sup>, further including a step of playing a dealer's blackjack hand in each of said first and second games, wherein one of said card representations dealt to the first player in said first game [and] is also dealt to the dealer's blackjack hand in said second game.

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• 34. (Once Amended) A method as claimed in Claim [27]~~197~~<sup>33</sup>, further including a step of maintaining a status of each of said first and second games so that each of said first and second games are played with a same effect as if the other of said first and second games were not being played.

*Aut 5 D 2* <sup>39</sup>  
~~35.~~ (Once Amended) A method as claimed in Claim ~~27~~<sup>30</sup>, further including repeatedly performing the following steps:

determining, for at least one of said first and second players, a corresponding opponent's play that is responsive to a play made by the at least one player, and

5 [transmitting] presenting a representation of the corresponding opponent's play to the at least one player.

*C11* <sup>42</sup>~~38.~~ (Once Amended) A method as claimed in Claim ~~35~~<sup>39</sup>, wherein said step of [transmitting] presenting includes combining said representation of the corresponding opponent's play with an advertising presentation for presentation to the at least one player.

<sup>43</sup>~~39.~~ (Once Amended) A method as claimed in Claim ~~38~~<sup>42</sup>, wherein said step of combining includes choosing the advertising presentation [by comparing] using personal information supplied by the at least one player [with a desired demographic profile from a sponsor of the advertising presentation].

<sup>44</sup>~~40.~~ (Once Amended) A method as claimed in Claim ~~39~~<sup>43</sup>, wherein said personal information includes one or more of: a name, an address, an e-mail address, an age, a sex, a financial status, a location of residence, a marital status, a size of household, a number of children, an educational level, an amount of recreational time, personal tastes, [and] personal habits, and  
5 information related to interactions on the communications network.

<sup>45</sup>~~41.~~ (Once Amended) A method as claimed in Claim ~~38~~<sup>42</sup>, wherein said step of combining includes determining a first advertising presentation for said first player and a different second advertising presentation for said second player in at least one situation [when a user profile for said first player is different from a user profile for said second player].

<sup>60</sup>~~48.~~ (Once Amended) A method as claimed in Claim [27]~~49~~<sup>59</sup>, wherein said step of first transmitting [common communications interface] includes transmitting from one of: a World Wide Web server and an Internet interface.

C12 49<sup>46</sup>. (Once Amended) A method as claimed in Claim <sup>30</sup>~~27~~, wherein [a site for generating said card presentations is accessible from a different address of a communications network from] an address of a node providing access to the network for at least one of said first and second players is different from said common address.

50<sup>47</sup>. (Once Amended) A method as claimed in Claim <sup>30</sup>~~27~~, further including a step of communicating electronically card game information between a module for generating said card representations and said first player playing said first game, wherein the first and second steps of transmitting transmit via a same local area network that connects to a first game playing node used  
5 by the first player, and a second game playing node used by the second player.

C13 52<sup>48</sup>. (Once Amended) A method as claimed in Claim <sup>30</sup>~~27~~, further including a step of receiving an encoding of a player identification from a player identification input device for the first player before commencing said first game, said player identification device receives said encoding from an identification card.

C14 54<sup>51</sup>. (Once Amended) A method as claimed in Claim <sup>30</sup>~~27~~, further including a step of providing a ranking of players of said card game in response to a request from said first player [of a received request from said first player, wherein said request includes a request] for information related to a ranking of said first player in comparison to other players playing said card game.

55<sup>52</sup>. (Once Amended) A method as claimed in Claim <sup>30</sup>~~27~~, wherein said step of first playing includes inputting, by said first player, a request for one of said card representations, wherein said request is transmitted [in a predetermined electronic signal protocol] using a connection to the Internet that is provided at one of: a reduced charge, and free of charge.

56<sup>53</sup>. (Once Amended) A method as claimed in Claim <sup>30</sup>~~27~~, wherein said step of first playing includes storing a current configuration of said first game, wherein said current configuration is accessible using player identification data provided with each request for [one of said card representations] wagering by said first player.

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54. (Once Amended) A method as claimed in Claim 27, [wherein said] further  
C 14 including a step of [first playing includes] determining whether a wager by said first player is  
acceptable.

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55. (Once Amended) A method as claimed in Claim 27, further including a step of  
communicating: (a) interactive advertising, and (b) gaming information related to said card game  
[between] from a site for distributing said gaming information [and] to said first player;

wherein said step of communicating is performed using one of Internet transmissions, cable  
5 television transmissions, and local area network transmissions.

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56. (Once Amended) A method of playing a game on the Internet, comprising:  
receiving player identification at a game playing Internet accessible node (GPIAN) for [a]  
first and second players;

transmitting, via the Internet, from the GPIAN, first information related to communications  
5 between:

(a) the GPIAN, and

(b) a first Internet accessible node from which the first player communicates with the  
GPIAN;

wherein said first information is utilized in subsequent Internet communications between  
10 the GPIAN and the first Internet accessible node;

causing said first information to be stored on the first Internet accessible node so that it is  
available in subsequent different Internet connections by the first player;

receiving, via the Internet, at the GPIAN, first responsive information indicative of said first  
information being present on said first Internet accessible node;

15 first playing with the first player a first game, wherein one or more game play  
representations are transmitted to the first player via the first Internet accessible node;

second playing with the second player a second game, wherein one or more game play  
representations are transmitted [between] to the second player and from the GPIAN while the first  
player is playing the first game;

20 [commencing a] playing of a third game between said GPIAN and the second player,  
wherein a third collection of one or more game play representations is transmitted to the second



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player, and wherein the transmissions of the game play representations for the third collection and the first collection overlap in time; [and

25 second receiving, via the Internet, at the GPIAN, third information indicative of said first information being present on said first Internet accessible node;]

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wherein said step of receiving <sup>2+ the GPIAN</sup> occurs when the first player has reconnected the first Internet accessible node to the Internet after [having] said first information has been stored on the first Internet accessible node and said first Internet accessible node has disconnected [the first Internet accessible node] from the Internet.

✓ Claim 58, line 5, please delete "more said card" and insert --more of said card-- therefor.

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~~65-59.~~ (Once Amended) A method as claimed in Claim ~~58~~<sup>64</sup>, further including a step of second playing, by a second player in a second game of said card game, a second collection of one or more of said card representations transmitted through the communication network;

5 wherein [said card representation selections for] said first and second [collections] games overlap in time.

O16  
~~67-61.~~ (Once Amended) A method as claimed in Claim ~~59~~<sup>65</sup>, further including:  
receiving a request for terminating, by the second player, said second game;  
continuing to receive, [by] from the first player, responses to play said first game by [selecting an additional collection of] requesting one or more of said card representations;  
5 commencing, by the second player, to play a third game of said card game, wherein a third collection of one or more of said card representations is [played] received by the second player and wherein [selection of] reception of said card representations for said additional collection and said third collection overlap in time.

~~68-62.~~ (Once Amended) A method for providing advertising related information while playing a game on a communications network, comprising:

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performing the following substeps (A1) through ~~(A3)~~<sup>A2</sup> for each of [one or more] a plurality of users:

5 (A1) [initiating] providing, in response to a request on the communications network by the user, access to an instance of the game for playing by the user, wherein the instance includes a plurality of user plays;

10 (A2) [presenting] transmitting one or more advertising related presentations to the user  
for presentation during a playing of the instance of the game, wherein for at least  
a duration of time between a pair of some of the user plays, a first of said one or  
more advertising related presentations is presented to the user, wherein said first  
advertising related presentation was not presented to the user during the instance  
of the game between a different pair of some two of the user plays, and wherein for  
at least one of said advertising related presentations, (a) and (b) following hold[:]

15 (a) said at least one advertising related presentation has associated therewith  
network linking information identifying a corresponding one of a plurality  
of nodes connected to the communications network, said network linking  
information being identical for transmissions of said at least one  
advertising related presentation for at least most of the users; and

20 (b) said at least one advertising related presentation is capable of providing a  
responsive transmission for transmitting on the communications network,  
corresponding[;

(A3) receiving, by a network site, data related to one or more responses by the user to  
[at least one of] said at least one advertising related presentation[s presented to the  
25 user, wherein said data is received via a network connecting the user and the  
network site];

providing advertising related information to a first advertiser for said at least one [of said]  
advertising related presentation[s], wherein said advertising related information is obtained using  
said corresponding data for said at least one advertising presentation [received at the network site  
30 from the one or more users].

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63. (Once Amended) A method as claimed in Claim 62, wherein said step of  
[presenting] transmitting occurs [simultaneously with] during at least a portion of a presentation of  
the instance of the game, and said network linking information is used in providing a hyperlink to  
said corresponding node.

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64. (Once Amended) A method as claimed in Claim 62, [wherein said step of providing  
includes] further including a step of determining a perceived effectiveness of said at least one [of

said] advertising related presentation[s] using said corresponding data received from said responses from [each of] at least some of the one or more users.

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65. (Once Amended) A method as claimed in Claim 64, wherein said perceived effectiveness of said at least one advertising related presentation includes one or more of the following:

5 (a) a measurement [indicative of] related to a number of the users to which said at least one advertising related presentation is displayed,

(b) a measurement [indicative of] related to a number of times said at least one advertising related presentation is displayed to some of the users,

(c) a measurement [indicative of] related to a number of favorable responses by the users to said at least one advertising related presentation, and

10 (d) a measurement [indicative of] related to a number of promotionals provided to the users, said promotionals related to [a] at least one product or service of said at least one advertising related presentation.

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66. (Once Amended) A method as claimed in Claim 62, further including a step of obtaining a first amount of information from the user prior to said step of [presenting] transmitting.

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69. (Once Amended) A method as claimed in Claim 68, wherein said step of obtaining includes one of: receiving registration information [registering] at an Internet web site, and personal information about the user.

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70. (Once Amended) A method as claimed in Claim 62, [wherein said step of providing includes] further including a step of determining a measurement related to a number of times to which the users provide a response to one of said advertising related presentations, wherein said response requests additional information [related to said one advertising related presentation].

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72. (Once Amended) A method as claimed in Claim 62, [wherein said step of providing includes] further includes one or more of the following steps:

(a) comparing a first measurement indicative of an interest by the one or more users in one of said advertising related presentations with a second measurement of an interest by the one

5 or more users in a second advertising related presentation of said advertising related presentations for determining an effectiveness of said one advertising related presentation in comparison to at least an effectiveness of said second advertising related presentation;

(b) determining a characterization of the users that are responsive to said one advertising related presentation; and

10 (c) determining a measurement for said one advertising related presentation, wherein the measurement relates to a length of time said one advertising related presentation is displayed to the one or more users.

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81-76. (Once Amended) A method as claimed in Claim 62, wherein said game includes at least one of the following attributes:

(a) an element of chance;

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5 (b) a total number of possible game plays[,] is capable of being determined before playing the game; and

(c) there is an opponent to at least one of the users.

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84-79. (Once Amended) A method for providing product or service information while playing a game using a communications network, comprising:

performing the following substeps (A1) through [(A4)] (A3) for each of [one or more] a plurality of users:

5 (A1) [initiating an] receiving, at a first network site, a communications network request from the user to play a corresponding instance of the game [for playing by the user], wherein the corresponding instance includes a plurality of user plays, wherein for each of at least most of game play network transmissions to the user for said plays, said transmission is dependent upon a most recent previous network transmission from the user, and at least some of said game play transmissions have different visual displays for different users;

10 (A2) [presenting] providing for presentation to the user, at a second network site, one or more presentations for presentation [to the user] during a playing of the corresponding instance of the game, wherein between some two of the user plays there is one of said one or more presentations presented to the user[; and], wherein  
15 said presentations are for relating information about one or more purchasable

C20  
products or services, or for receiving information from the user about purchasable products or services;

wherein said step of providing includes the following substep (A3):

20 (A3) transmitting, to the second network site, at least one of said presentations having a capability for: (i) receiving data [transmitted by a network from the user to a network site], wherein said data is related to one or more responses by the user to said at least one [of said] presentation[s] presented to the user, and (ii) transmitting, in response to an action by the user, said data on the communications network to a  
25 predetermined network site, using a network identity for the predetermined network site available at the second network site, wherein said network identity does not identify said first network site as said predetermined network site; [and]

[(A4)]

30 wherein said data is used for selecting[, at said network site,] a second [of said] presentation[s] for presenting to the user [using said data] during said corresponding game instance.

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88 84. (Once Amended) A method as claimed in Claim 79, wherein for said game there is [an] at least one opponent to at least one of the users.

89 85. (Once Amended) A method as claimed in Claim 84, wherein said at least one opponent deals a playing token to the user.

90 86. (Once Amended) A method as claimed in Claim 79, wherein said communications network overlaps with one or more of an Internet network, an interactive cable television network, and a local area network.

91 87. (Once Amended) A method as claimed in Claim 79, further including a step of obtaining a first amount of information from the user prior to said step of [presenting] providing, wherein said step of obtaining includes registering at an Internet web site.

92 88. (Once Amended) A method as claimed in Claim 79, [wherein at least one of] said step[s] of [presenting and selecting] providing includes a step of matching the user with said at least

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one [of said] presentation[s] by comparing user supplied information with information supplied by an advertiser of [the] said at least one presentation.

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(Once Amended) A method as claimed in Claim 79, further including a step [wherein said step of selecting includes one] of ceasing to transmit a first of said presentations to the user, and ceasing to transmit a particular category of presentations of said presentations to the user.

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91.

(Once Amended) A method for providing information regarding products or services while playing a game using a network, comprising:

[performing the following substeps (A1) through (A3) for each of one or more users:]

(A1) providing, at a network site on said network, access to a plurality of presentations for presenting to [the] a plurality of users, wherein at least some of said presentations have corresponding network linking information for identifying a corresponding site on the network, and each of said at least some presentations provide [at least one of]: (a) information about one or more purchasable products or services, and (b) a capability for receiving a corresponding response from the user related to the one or more purchasable products or services;

performing the following substeps (2) and (A3) for each of some of the users:

(A2) [initiating] receiving a request [an instance of the game] for playing an instance of the game by the user using the network;

(A3) transmitting, via the network, [one or more of] a particular one of said at least some presentations to the user for presentation [during a playing of the game instance, wherein] between [at least] some two user plays of the game instance, [there is at least one corresponding presentation of] wherein said particular presentation also has a capability [presented to the user] to [which the user is able to enter a response] transmit data indicative of a said corresponding response by the user to said corresponding site on the network identified by said corresponding network linking information;

[receiving, via said network, data related to one or more responses by the users to said corresponding presentations; and]

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[using] wherein said data, once received at said corresponding site, [from said one or more users] is used for one of: evaluating an effectiveness of at least one of said presentations, determining another [of said] presentation[s] for transmitting to the user, providing a product [to the user], and providing a service [to the user].

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(Once Amended) A method as claimed in Claim 91, [wherein said] further including a step of receiving said data at said corresponding site [occurs] during the instance of the game.

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(Once Amended) A method as claimed in Claim 91, further including a step of providing, to a first of said users, supplemental information related to a compensation to the first user for providing [said] one or more of said responses.

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(Once Amended) A method as claimed in Claim 91, wherein at least one of said responses [said step of receiving] includes obtaining some of the following information related to the user: a name, an address, an e-mail address, an age, a financial status, an educational level, a marital status, a size of household, a number of children, an amount of recreational time, personal tastes, and a sex.

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(Once Amended) A method as claimed in Claim 91, further including a step of storing information related to one of: whether one of said plurality of presentations has been presented to a first of the one or more users, and a time when said one presentation [is] was presented to the first user.

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(Once Amended) An apparatus for playing a game using [communications on a network] the Internet, and providing a presentation related to at least one of a product and a service during the game, comprising:

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a game playing engine, accessible via a first Internet site [network node], said engine capable of playing a game with a [first] each of a plurality of users, each user at a corresponding Internet accessible station, wherein [the game uses a] communications on the [network] Internet [via the first network node] are used;

[a second network node, capable of connecting to the network, for allowing the first user to play the game with said game playing engine;]

10 a [first] controller for controlling network game play transmissions to the [second network node] Internet accessible stations, wherein between some two plays [by the] at a first of the Internet stations [user] during a playing of the game with a first of the users, at least one presentation of a plurality of presentations is presented [at the second network node] using presentation information transmitted by said [first] controller via the Internet [network], and wherein said [at least one] presentation information includes: (a) advertising information concerning at least one of: a corresponding product and a corresponding service, (b) Internet linking information identifying an additional presentation to be obtained from a second Internet site, (c) a capability for allowing said at least one presentation to receive [concerning one of: a product and a service;

20 a second controller for transmitting to said first controller, a one or more data items related to [an] one or more actions by the first user [in response] directed to said at least one presentation [being presented at the second network node], and (d) a capability to transmit, upon activation of said Internet linking information by the first user, said one or more data items to said second Internet site;

25 wherein one or more user response processing modules [that] at the second Internet site uses data obtained from said one or more data items [received by said first controller] for at least one of: evaluating an effectiveness of said at least one presentation, determining another of the presentations for transmitting to the first user, providing a product to the first user, [and] providing a service to the first user, purchasing the corresponding product by the first user, purchasing the corresponding service by the first user.

C 24 11905 (Once Amended) An apparatus as claimed in Claim 102, further including:  
a profile repository for storing one or more demographic profiles, each said demographic profile describing a corresponding group of one or more game playing users, including the first user, for presenting, via the network, one or more presentations used for identifying products or services [purchasable by the one or more users].

C 25 112 107 (Once Amended) An apparatus as claimed in Claim 110, further including one or more modules for categorizing the first user according to data indicative of [wherein said user] network interactions [categorizations] by the first user, wherein said indicative data includes one of:



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[a determination] a characterization of network sites accessed by the first user[s of said group], one or more types of advertising for which the first user requests additional information and a risk tolerance of the first user[s of said group].

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108. (Once Amended) An apparatus as claimed in Claim 97, wherein, for the first user, said one or more user data items [is] are used to enhance a user profile for the user within a user data repository.

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111. (Once Amended) An apparatus as claimed in Claim 97, wherein some of said one or more data items [is] are determined using one of:

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- (a) a detection of an activation of a hyperlink by the first user, and
  - (b) a determination of a length of time that one of the presentations is visible to the user.

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112. (Once Amended) An apparatus as claimed in Claim 97, further including:  
a means for combining said at least one presentation with a game play by the game playing engine into a combined output; and  
a means for transmitting through the [network] Internet, said combined output to the [second network node] first Internet station.

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114. (Once Amended) An apparatus as claimed in Claim 112, wherein said means for transmitting includes a World Wide Web server for accessing the [network] Internet.

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115. (Once Amended) An apparatus as claimed in Claim 97, wherein one or more said data items for the first user includes user information related to one or more of:

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an age, sex, financial status, location of residence, education, marital status, estimated amount of recreational time, personal tastes and habits, size of household, number of children, and user network interaction categorizations.

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116. (Once Amended) An apparatus as claimed in Claim 97, wherein said [first] controller includes a selector engine for [matching for one or more users playing a game with said

C27

game playing engine,] comparing a desired user profile with [said corresponding user] data [items] provided by the users via the [network] Internet.

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123/119. (Once Amended) An apparatus as claimed in Claim 97, wherein said [second network node] first Internet station includes a network browser for communicating with the [first network node] Internet site for playing the game.

124

123/120. (Once Amended) An apparatus as claimed in Claim 119, further including:  
a presentation receiving module operatively connected to said network browser at the [second network node] first Internet station, said presentation receiving module for receiving an unrequested presentation not combined with any game playing response by the game playing engine.

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126/122. (Once Amended) An apparatus as claimed in Claim 120, further including:  
an advertiser repository including data related to a measurement of a preference of the first user for one of said presentations, and an advertised item[,];  
wherein said advertiser repository is accessible [on demand] for transmitting said at least one presentation to the [second network node] first Internet station.

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123/123. (Once Amended) An apparatus as claimed in Claim 97, wherein:  
said at least one presentation provides for conducting [of] a transaction for a purchase of an advertised item presented at the [second network node] first Internet station.

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124/124. (Once Amended) An apparatus as claimed in Claim 97, wherein:  
said [second network node] first Internet station accesses the [network] Internet via [a] an Internet service provider;  
wherein said service provider is [one of: an Internet service provider,] a casino[, and an interactive cable television service provider].

129

125. (Once Amended) A method of presenting at least one of a product[s] and a service[s] while playing one or more games on a network, comprising:  
for each of a plurality of users the following steps (A1) through (A3) are performed:

5 (A1) first determining, [for] in response to a network request by the user, a particular presentation, from a plurality of presentations, to present to the user at a corresponding user node of the network, wherein said presentations are used for presenting information about at least one of a product and a service, and said particular presentation includes addressing information for a destination site of the network for receiving user responses to said particular presentation;

10 (A2) playing, with the user, a corresponding instance of one of the games, wherein the instance includes [a plurality of] one or more user plays and wherein for each of at least most of the users playing the game concurrently, a different display of tokens for the game is presented from that displayed to most other users;

15 (A3) first presenting to the user during the playing of a portion of the corresponding instance [with the user], said particular presentation via the network;

wherein a [receiving, from the user, a user] data item indicative of an action in response to said particular presentation is transmitted to said destination site wherein;

using] said data item is used for one of:

20 evaluating an effectiveness of said particular presentation, selecting another presentation for presenting to the user, providing a product [to the user], providing a service to the user, purchasing a product, purchasing a service, and providing information for influencing the user on a predetermined issue.

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126. (Once Amended) A method as claimed in Claim 125, further including:

second determining for the user a different presentation, from the plurality of presentations, to present to the user at the corresponding user node of the network;

5 second presenting to the user during a different portion of the corresponding instance [with the user], said different presentation.

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134. (Once Amended) A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:

accessing the network by a first user via a first [user node] network service provider, and by a second user via a different second network service provider;

5 communicating by each of the first and second users with a [second] network site [node] that provides network access to one or more games capable of being played using communications on

said network, wherein each of said first and second users use a common network address for communicating with said network site;

playing a first instance of one of said games using communications between said first user [node] and said [second] network [node] site;

presenting a first presentation [at said] to the first user [node], wherein said first presentation is displayed between some two plays of the instance and wherein said first presentation provides information about a product or service [for sale];

replacing said first presentation by a second presentation for display to the first user between a different two plays of the first instance of the game, wherein said second presentation provides information about a product or service [for sale];

detecting an action by the first user in response to one of said first presentation and said second presentation;

transmitting [a] one or more data items indicative of said action to a particular network site [node identified with] corresponding said one presentation;

receiving [determining, using said data,] another presentation for presenting [on] to the first user [node] during a playing of the game instance, said another presentation responsive to said step of transmitting.

135. (Once Amended) A method as claimed in Claim 134, wherein said network site [node associated with said first presentation] is said [second] particular network site [node].

136. (Once Amended) A method as claimed in Claim 134, wherein a reversing of an ordering of display of said first and second presentations does not affect a playing of said first game instance.

137. (Once Amended) A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:

providing access to the network via a first user node;

communicating with a second network node that provides network access to one or more games capable of being played using communications on said network;

transmitting game plays, via the network, between said first user node and said second network node for one of said games;

presenting a first advertising presentation to said first user node, wherein said first advertising presentation is presented [between two transmitted plays of] during a first instance of  
10 the game and wherein said first advertising presentation is capable of being replaced by a different second advertising presentation [between the two plays of the game];

detecting an action in response to said first advertising presentation by said first user node  
during the first instance of the game;

first transmitting a data item indicative of said action [to said second network node] on said  
15 network;

second transmitting to said first user node, [a second] another advertising presentation [from said second network node], wherein said [second] another advertising presentation [results from evaluating,] is determined using said data item[, an effectiveness of said first presentation].

142 138. (Once Amended) A method as claimed in Claim 137, wherein said first presentation is capable of being replaced by said second presentation in the game instance and the game instance is capable of being played in an identical manner regardless of which of said first and second presentations is presented [between the two plays].

144 139. (Once Amended) A method of viewing a presentation related to one of a product and a service while playing a game on a network, comprising:

communicating with a server network node that provides network access to one or more games capable of being played using communications on said network;

5 playing one of said games using communications between a first user node and said server network node;

presenting a first presentation at said first user node, wherein said first presentation is presented between two plays of the game and wherein said first presentation is capable of being replaced by a different second presentation without changing a play of the game;

10 detecting an action in response to said first presentation;

transmitting a data item indicative of said action to [said] a second network node;

providing, [using] in response to said data item, information related to the purchase of at least one of: a product [to the user] and a service [to the user].

140. (Once Amended) A method of presenting an Internet presentation, comprising:

providing one or more services available through an Internet connection on a first Internet accessible node;

5 first transmitting an unrequested first presentation, via the Internet, to a user at a second Internet accessible node [while] for presentation during at least a portion of a time the user is interacting with an activation of a first of the services at the second Internet accessible node, wherein said first presentation is presented at least during an interval between two user inputs to the activation of the first service, and said first presentation is not presented in response to an Internet input by the user requesting said first presentation, and wherein said first presentation identifies at  
10 least one of a purchasable product and a purchasable service;

C30 receiving data, via a communication on the Internet, indicative of an action by the user in response to said step of first [transmitting] presenting;

determining a second presentation for presenting to the user, wherein said second presentation is determined using said data, said second presentation also identifying one of a  
15 purchasable product and a purchasable service;

second transmitting to the user, via the Internet, said second presentation [concurrently with] for presenting to the user during at least a second portion of the time the user is interacting with the activation of the first service.

C32 152 145. (Once Amended) A method of providing a presentation to each of one or more users of a communications network, comprising:

performing for each of the one or more users, steps (A1) through (A3) following:

(A1) providing access to a network server node for allowing network access to a network  
5 service, wherein said network server node presents one or more interactive service presentations to each [the] user: (a) during an activation of the network service from a network client node via the network, and (b) substantially asynchronously from most other users;

(A2) presenting concurrently with the service presentations at the network client node, a first advertising presentation for providing information related to an advertiser of one of a  
10 purchasable product and a purchasable service, wherein said first advertising presentation is transmitted during the activation of the network service, and said first advertising presentation is capable of being replaced by a different, second advertising presentation for presenting during the activation of the network service, and wherein at least one of said service presentations for

presenting on the network client node is determined without regard to which one of said first and second advertising presentations are also transmitted to the user for concurrent presentation;

(A3) receiving data, via a communication on the network, indicative of an action by the user in response to said step of presenting; and

evaluating, using said data, an effectiveness of said first advertising presentation.

156 149. (Once Amended) A method of providing a presentation on a network, comprising: activating, in response to a request by a user, a service accessible from a first [network server] node of the network, [via the network,] wherein one or more interactive service presentations are presented to [a] the user during an activation of the [network] service by a network [client] user node from which the user accesses the network;

presenting concurrently with the service presentations at the [client] user node, a first advertising presentation for providing information related to one of a product and a service, wherein said first advertising presentation is transmitted on the network for display during the activation of the [network] service, and a display of said first advertising presentation is capable of being replaced by a display of a different, second advertising presentation during the activation of said [network] service, wherein at least one of said service presentations, for presenting on the [network client] user node, is determined without regard to which one of said first and second advertising presentations is presented concurrently to the user with the at least one service presentation;

[receiving data, at a predetermined network node, via a communication on the network, wherein said data is indicative of an action by the user in response to said first presentation; and determining, using said data at said predetermined network node, another presentation for presenting to the user.]

wherein said first advertising presentation includes network link data that includes a network identifier identifying another presentation at a second node of the network different from said first node, and wherein said first advertising presentation is activated for requesting said another presentation by the user provided an input related to a position of a display of said first advertising presentation.

157 151. (Once Amended) A method as determined in Claim 149, wherein said second [predetermined] network node is said network server node.

153. (Once Amended) A method as determined in Claim 149, wherein said step of activating [providing] includes providing access to a game playing engine during the activation of the network service.

154. (Once Amended) A method of providing a presentation on a network, comprising:  
activating a network service accessible from a first network [server] node via the network,  
wherein one or more interactive service presentations are presented to a user during an activation  
of the network service by a network [client] user node from which the user accesses the network;  
5 presenting concurrently with the service presentations at the network [client] user node, a  
first presentation for providing information related to one of a product and a service, wherein said  
first presentation is transmitted for display during the activation of the network service, and a display  
of said first presentation is [capable of being] replaced by a different, second presentation during the  
activation of said network service independently of any user input, wherein at least one of said  
10 service presentations for presenting on the network [client] user node is determined without regard  
to which one of said first and second presentations is presented concurrently with the at least one  
service presentation to the user;

wherein said first advertising presentation includes network link data that includes a network  
identifier identifying another presentation;

15 activating, by the user, said first presentation for requesting said another presentation,  
wherein the user provides an input related to a position of a display of said first advertising  
presentation;

presenting said another presentation at the network user node;

20 [receiving] providing product or service purchasing data, at a predetermined network node,  
via a communication on the network, wherein said data is indicative of an action by the user in  
response] to said [first] another presentation; and

[providing, using said data,] receiving the product or service [to the user] in response to [a  
purchase by the user] said step of providing.

168. (Once Amended) A method for providing product or service information while  
playing a game, comprising:  
performing the following substeps (A1) through (A4) for each of one or more users:



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(A1) initiating an instance of the game for playing by the user, wherein the instance includes a plurality of user plays;

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(A2) presenting [one or more] over time a plurality of presentations to the user during a playing of the instance of the game, wherein said presentations are presented independently of user input, and wherein said presentations are for relating information about one or more purchasable products or services, or for receiving information from the user about purchasable products or services;

(A3) transmitting data by a network from the user to a network site, wherein said data is related to one or more responses by the user to at least one of said presentations presented to the user; and

(A4) [selecting, at] receiving from said network site, a second of said presentations for presenting to the user using said data.

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(Once Amended) A method for providing information regarding products or services while playing a game using a network, comprising:

performing the following substeps (A1) through (A3) for each of one or more users:

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(A1) providing, at a network site on said network, access to a plurality of presentations for presenting to the user, wherein said presentations provide at least one of: (a) information about one or more purchasable products or services and (b) a capability for receiving a response from the user related to one or more purchasable products or services;

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(A2) initiating an instance of the game for playing by the user using the network;

(A3) displaying, using transmissions via the network, one or more of said presentations to the user for presentation during a playing of the game instance, [wherein between at least two user plays of the game instance,] there is at least one corresponding presentation of said presentations displayed to the user to which the user is able to enter a response, said response including an input by the user for activating a hyperlink on a display of said corresponding presentation, wherein said hyperlink, when identified by user input, activates a display of an additional presentation;

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receiving, via said network, data related to one or more of the responses by the users to said [corresponding] hyperlinked additional presentations; and

20 using said data from said one or more users for one of: evaluating an effectiveness of at least one of said presentations, determining another of said presentations for transmitting to the user, providing a product to the user, providing a service to the user, and charging an advertiser of one of said presentations.

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170. (Once Amended) A method of playing a game on a communications network, comprising:

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5 [contacting,] receiving at a game playing node on the network, a contact by each of a plurality of users, via a corresponding node on the network for the user, [a game playing node on the network, so that each of the users initiates] for initiating a corresponding instance of the game between the game playing node and the user's corresponding node, and at least some of said instances overlap in time;

transmitting game plays between said game playing node and a first of the users, for the corresponding instance of the game;

10 transmitting from the game playing node to the corresponding node of the first user, the ranking of a second of the users, wherein said ranking is indicative of a proficiency of the second user in playing the game, and said ranking updated while the first user is playing the game.

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179 173. (Once Amended) A method of providing a presentation on a network, comprising: activating a service accessible from a first network [server] node, via the network, wherein one or more interactive service presentations are presented to a user during an activation of the network service by a network [client] user node from which the user accesses the network;

5 identifying network transmissions, from the user, of [for] user data [related to one or more of a plurality of advertising presentations capable of being presented to the user at the network client node, wherein said advertising presentations are used for presenting information about at least one of a product and a service];

10 determining, using said user data, a particular one of [said] a plurality of advertising presentations wherein said advertising presentations are used for presenting information about at least one of a product and a service, and wherein said particular presentation includes network link data for identifying another presentation related to said particular presentation, said network link data associated with a corresponding one or more positions on a display of said particular presentation;

15 [presenting] providing, for display concurrently with a display of the service presentations  
at the [client] network user node, said particular advertising presentation, wherein a display of said  
particular advertising presentation is [transmitted on the network during said step of activating,  
wherein said particular advertising presentation is capable of being replaced at the client node by  
presenting a different one of said advertising presentations during said step of activating] activated  
20 for requesting said another presentation by the user providing an input identifying one of said one  
or more positions on a display of said particular presentation, and wherein said service presentations  
are determined without regard to which one of said first and said different advertising presentations  
is presented concurrently to the user with said service presentations.

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174. (Once Amended) A method as claimed in Claim 173, wherein said step of activating  
includes one of: (a) activating an instance of a game as the service, and (b) accessing a first Internet  
site as said first network node, wherein a second Internet site different from said first Internet site  
performs one or more of said steps of identifying, determining, and providing.

181  
175. (Once Amended) An apparatus for playing a game on a network, comprising:  
a display area for electronically displaying an instance of the game to a first user;  
an input area for allowing the first user to input a game play;  
a communications network connection for communicating, on a network, game related  
5 information, between: (a) one or more of said display and said input area, [said network connection]  
and (b) an addressable node on said network accessible by a network address available to said  
apparatus[, wherein said game related information is transmitted one of: to said display area, and  
from said input area];

10 wherein a plurality of users, including the first user via said apparatus, communicate with  
said addressable node for playing instances of the game, asynchronously from one another, using  
said network address; and

wherein between at least a majority of game plays by the first user, there is a game play  
related network transmission via said communications connection; and

15 a game speed of play control for allowing the first user to control the pace of the instance  
of the game.

Claim 182, line 15, please delete "previous" and insert --previously-- therefor.

193 192. (Once Amended) An apparatus for presenting one of products and services while [playing one or more games] providing an interactive informational service on a network, comprising:

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5 an advertising selector for determining, for [a user] each of plurality of users, a [particular] corresponding advertising presentation, from a plurality of advertising presentations, to present to the user at a corresponding node of the network, wherein said advertising presentations are unrequested and are used for presenting information about at least one of a product and a service;

10 [a game playing engine] a service providing computational system for [playing with] providing a first of the users with a requested [a] corresponding instance [of one] of the informational service [games], wherein the instance includes a plurality of user [plays] interactions;

a combiner for obtaining combined data for the first user, wherein said combined data is a result of combining said corresponding advertising presentation with data for display of said corresponding instance, said advertising presentation including one or more hyperlinks;

15 wherein said service providing computational system provides substantially a same informational content regardless of which of said advertising presentations are combined therewith;

a [means] network interface for transmitting, via the network, said [particular presentation] combined data to the first user for display during [the playing of a portion of the corresponding instance with the] user interactions with said corresponding instance;

20 a network interface for receiving, from the first user, a user data item indicative of an action in response to said combined data [particular presentation] being presented;

an evaluator for one of: evaluating an effectiveness of said [particular] corresponding presentation, and selecting another one of said advertising presentations for providing to said combiner, said evaluator receiving data indicative of an activation of at least one of said hyperlinks.

159 193  
193. (Once Amended) The method of Claim [140] 192, wherein said interactive informational service includes a playing of a game, wherein a portion of the network used for communications between said service providing computational system and the first user includes a portion of the Internet, and further including a [step of] a means for generating a value determined using said user data, wherein said value is provided to a party requesting a [said] first of said advertising presentations be presented to the users accessing the Internet.

Please add the following new Claims 194-221:

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194. (New) A method of playing a game, comprising:

generating electronic game tokens for playing the game, said game tokens played in an instance of the game to affect an outcome of the instance;

receiving player identification data prior to at least a first player playing the game, wherein said identification data is used to identify information related to the first player in subsequent instances of the game;

first playing a first instance of the game interactively with the first player and a substantially electronic game playing module, wherein said game playing module plays a first sequence of said game tokens;

10 second playing a second instance of the game interactively with a second player and said game playing module, wherein said first and second game instances overlap in time, and wherein said game playing module plays a second sequence of game tokens when playing said second instance of the game;

15 wherein said first and second sequences have at least different game tokens in at least one identical game token position, in each of said first and second sequences; and

presenting to the first player, during said first instance, an advertisement capable of changing to a different advertising presentation when the first player responds to said advertisement, wherein said change to said different advertising presentation does not change an availability to subsequently perform game plays of said first instance.

195. (New) The method as claimed in Claim 194, wherein one or more of:

(a) said token representations are useful for playing one or more of the following games: blackjack, poker, pia gow, craps, and roulette; and

(b) said game tokens include token representations of one or more of: cards, and dice.

196. (New) The method as claimed in Claim 27, wherein said step of ceasing is for a time period determined by the first player, and wherein at least one of: (a) during said step of ceasing a card representation that is available for transmission to the first player becomes unavailable; and (b) said step of continuing does not change a sequence of card representations  
5 received by any other player receiving one or more generated card representations.

197. (New) The method of Claim 28 further including a step of receiving, via the Internet, at the card providing Internet accessible node, second information indicative of said first information being present on said first Internet accessible node when said first player has disconnected the first Internet accessible node from the Internet and subsequently reconnected to the Internet.

198. (New) The method as claimed in Claim 137, wherein one or more of:

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5 (a) said step of presenting includes presenting said second advertising presentation in a different game instance from said first instance, wherein an outcome of said first instance of the game is substantially unrelated to which advertising presentation of a plurality of advertising presentations is presented as said first advertising presentation in said step of presenting;

(b) said step of second transmitting includes selecting said another advertising presentation by at least one of (i) and (ii) following:

(i) accessing stored data indicative of network communications by the first user prior to said step of first transmitting; and

10 (ii) determining whether the first user qualifies to receive a particular advertising presentation as said another advertising presentation;

(c) said step of first transmitting includes transmitting said data items to one of: said second network node, and another network node for determining said another advertising presentation.

D 199. (New) A method of viewing <sup>a</sup> presentation related to one of a product and a service while playing a game on a network, comprising:

communicating with a server network node that provides network access to one or more games capable of being played using communications on said network;

5 playing one of said games using communications between a first user node and said server network node;

presenting a first presentation at said first user node, wherein said first presentation is presented between two plays of the game and wherein said first presentation is capable of being replaced by a different second presentation without changing a play of the game;

10 detecting an action in response to said first presentation;

transmitting a data item indicative of said action to a second network node not contacted for the playing of the game with the user;

conducting a network communication between the user and the second network node, in response to said data item, for information related to the purchase of at least one of: a product and a service.

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200. (New) The method as claimed in Claim 199, further including, in response to said step of detecting, a step of identifying a network address of the second network node without the user inputting the network address.

201. (New) The method as claimed in Claim 200, wherein said step of identifying includes activating a hyperlink.

202. (New) The method as claimed in Claim 199, further including a step of subsidizing the user's access to said network.

203. (New) A method of advertising on the Internet, comprising:  
activating by an Internet accessible user node, an instance of an interactive service available at a first Internet accessible node via a first Internet connection;

first presenting a first presentation, via the Internet, to a user at said user node, during Internet interactions between the user and the service, wherein said first presentation identifies at least one of purchasable product and a purchasable service; and wherein said first presentation is: unrequested by the user, and substantially unrelated to a performance of the service by the user;

transmitting data, via an Internet communication, indicative of an action by the user in response to said step of first presenting;

receiving, via the Internet, a second presentation for presenting to the user, wherein said second presentation is determined using said data, said second presentation also identifying one of a purchasable product and a purchasable service; and

second presenting to the user said second presentation during the first Internet connection.

10

204. (New) The method as claimed in Claim 203, wherein said step of activating the service includes providing an Internet transmission to a second Internet accessible node, wherein said second Internet accessible node performs at least said first presenting step; and

said second Internet accessible node includes an Internet website that at least one of:

- (a) provides said first Internet connection;
- (b) provides an offer to subsidize said first Internet connection;
- (c) stores information on said first Internet accessible node for use in a second Internet connection different from said first Internet connection; and
- (d) stores information related to the user for selecting an advertising presentation for presenting to the user.

205. (New) The method as claimed in Claim 203, wherein the service is one or more of:

- (a) a game; and
- (b) substantially any service available on the Internet through an Internet service provider by which the user accesses the Internet, such that when the user connects to the Internet, said Internet service provider provides a communication to a predetermined website that subsequently transmits said first presentation to said user node.

206. (New) A method for providing advertising related information while playing a game on a communications network, comprising:

contacting a game playing network node by a user at a user network node;

initiating an instance of the game by the user at the user network node, wherein the instance includes a plurality of user plays;

first receiving one or more advertising related presentations by the user for presentation during a playing of the instance of the game, wherein for at least a duration of time between a pair of some of the user plays, a first of said one or more advertising presentations is presented at the user network node, wherein said first advertising related presentation was not presented to the user during the instance of the game between a different pair of some two of the user plays, wherein at least one of said advertising related presentations is interactive and has network node identifying information for accessing an additional network node different from said game playing network node, said



additional network node having an additional presentation responsive to a user input to said at least one advertising related presentation;

15 transmitting for said at least one advertising related presentation, user response data to said additional network node, wherein said user response data is related to one or more responses by the user to said at least one advertising related presentation;

20 second receiving by the user network node another advertising related presentation providing additional information about a product or service advertised in said at least one advertising related presentation.

207. (New) The method of Claim 206, wherein one or more of:

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M (a) said at least one advertising related presentation includes a hyperlink for said network node identifying information; and <sup>Presentation</sup>

5 (b) said first advertising related presentation and said at least one advertising related presentation are identical.

208. (New) The method of Claim 79, further including for each of users, the steps of: receiving at said first network site transmitted plays of said corresponding game instance played by the user; and

5 transmitting responses to said received plays, wherein for each of at least most of the users having overlapping corresponding game instances, said responses of each are transmitted free of any game synchronization constraints with at least most of the other users.

Pub Del 209. (New) A method of advertising on the Internet, comprising: for each of one or more users accessing the Internet, the following steps are performed:

5 first transmitting, from the user, an Internet request for contacting a providing node of the Internet, said providing node provides one or more display presentations for an interactive service with which the user desires to interact, wherein said request has associated therewith an Internet address for contacting the providing node;

first receiving, from the providing node via the Internet, said one or more display presentations for presenting on at least a portion of a display of a user node by which the user accesses the Internet;

10 first presenting, by the user node, concurrently with at least one of the display presentations, a first advertising presentation for providing information related to one of a product and a service, wherein said first advertising presentation is received via the Internet from the providing node, and displayed on at least a portion of said display;

15 second presenting, by the user node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least most of said additional advertising presentations is: (a) received via the Internet from the providing node, and (b) displayed on at least a portion of said display without the user providing an input subsequent to said steps of first transmitting, first receiving and first presenting that requests said one or more additional advertising presentations;

20 second transmitting, via the Internet, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data;

25 second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the user.

210. (New) The method of Claim 209, wherein one or more of:

(a) said step of second presenting includes periodically transmitting via the Internet one of said additional advertising presentations to said user node;

5 (b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;

(c) said forced display of said first advertising presentation is in exchange for subsidizing a cost related to accessing the Internet, wherein said subsidizing the cost related to accessing the Internet includes one of: a subsidy of an Internet access charge, and free access to the Internet;

10 (d) said first advertising presentation is one of: (i) received from the providing node as part of the at least one display presentation, and (ii) received from an Internet site providing for the forced exposure of said first advertising presentation on said display;

(e) said destination Internet link information includes a hyperlink for accessing said destination Internet node;

15 (f) said destination Internet node is an Internet site for a sponsor of said advertising presentation to which said action by the user is responsive;

(g) said display presentations are related to a game.

211. (New) The method of Claim 209, wherein said providing node is not said destination node, and said destination Internet link information is not indicative of said providing node being said destination node.

212. (New) The method of Claim 209, wherein one or more of:

(a) at least one of said steps of first and second presenting are in response to a communication: (i) from an Internet service provider connecting the user to the Internet, and (ii) to some Internet node so that said some Internet node transmits one or more of: said first advertising presentation, and said additional advertising presentations to the user node;

(b) said step of second receiving includes receiving further information related to the product or service of the advertising presentation for which said action by the user is a response;

(c) further including a step of third presenting said another presentation on said Internet user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting.

213. (New) The method of Claim 209, wherein said step of second presenting includes presenting at least one of said additional advertising presentations concurrently with at least one of said display presentations.

214. (New) A method of advertising on the Internet, comprising:

for each of one or more users accessing the Internet, the following steps are performed:

receiving, at an Internet providing node and from a user node by which the user accesses the Internet, an Internet request for one or more display presentations of an interactive service, wherein said request has associated therewith an Internet address for contacting the providing node;

transmitting, from the providing node via the Internet (a) and (b) following:

(a) said one or more display presentations of said service for presenting on at least a portion of a display for the user node, and

(b) a plurality of advertising presentations, wherein a first of said advertising presentations is also displayed on at least a portion of said display with at least one of said display presentations;

wherein, over time, one or more additional of said advertising presentations are presented on at least a portion of said display without the user providing an input having a corresponding next response that presents said one or more additional advertising presentations;

wherein at least one of said first and said additional advertising presentations is capable of responding to an action by the user by transmitting, via the Internet, data indicative of said action to a destination Internet node, wherein said destination node is identified by destination Internet link information, provided in said step of transmitting, for contacting said destination node with said data.

215. (New) The method of Claim 214, wherein one or more of:

(a) said step of second presenting includes periodically transmitting via the Internet one of said additional advertising presentations to said user node;

(b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;

(c) said display presentations are related to a game;

(d) said first advertising presentation is one of (i) and (ii):

(i) received from the providing node as part of the at least one display presentation, and

(ii) received from an Internet site providing for the forced exposure of said first advertising presentation on said display;

(e) said forced exposure of said first advertising presentation is in exchange for subsidizing a cost related to accessing the Internet, wherein said subsidizing the cost related to accessing the Internet includes one of: a subsidy of an Internet access charge, and free access to the Internet;

(f) said providing node is an Internet website;

(g) at least one of said steps of first and second presenting are in response to a communication:

(i) from an Internet service provider connecting the user to the Internet, and

(ii) to some Internet node so that said some Internet node transmits one or more of: said first advertising presentation, and said additional advertising presentations to the user node;

(h) said destination Internet link is used for providing a hyperlink for accessing said destination Internet node;

25 (i) further including a step of third presenting said another presentation on said Internet user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting;

(j) said destination Internet node is an Internet site for a sponsor of said at least one advertising presentation to which said action by the user is responsive; and

30 (k) further including a step of the user registering at the providing node prior to receiving said one or more presentations.

216. (New) A method of advertising on a network, comprising:

for each of one or more users accessing the network, the following steps are performed:

first transmitting, from the user, a corresponding request for accessing a providing node of the network, said providing node provides one or more interactive display presentations, wherein  
5 said request has associated therewith a network address for identifying the providing node;

first receiving, from the providing node via the network, said one or more interactive display presentations for presenting on at least a portion of a display of a user node by which the user accesses the network;

10 first presenting, by the user node, concurrently with at least one of the interactive display presentations, a first advertising presentation for providing information related to one of a product and a service, wherein said first advertising presentation is received via the network from some node of the network, and displayed on at least a portion of said display;

15 second presenting, by the user node over time, one or more additional advertising presentations, each said additional advertising presentation for providing information related to one of a product and a service, wherein each of at least most of said additional advertising presentations is:

(a) received via the network from said some node, and

(b) displayed on at least a portion of said display without the user providing an input that causes said additional advertising presentation to be displayed;

20 second transmitting, via the network, data indicative of an action by the user in response to one of said first and said additional advertising presentations, wherein said data is transmitted:

(i) from said user node, and

(ii) to a destination node of the network, said destination node identified at said user node by a destination network address used for transmitting said data;

25 second receiving, via the network, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said step of second transmitting.

217. (New) The method of Claim 216, wherein one or more of:

(a) said step of second presenting includes periodically transmitting one of said additional advertising presentations to said network user node;

5 (b) said step of second presenting includes forcing a display of at least one of said additional advertising presentations to be exposed on said display;

(c) at least a portion of said network used in one of said steps first and second receiving and first and second transmitting includes the Internet;

041 (d) at least a portion of said network used in one of said steps first and second receiving and first and second transmitting communicates using TCP/IP as a network protocol;

10 (e) said network providing node and said some network node are at a same Internet site;

(f) said Internet site provides Internet communications via the network to said network user node so that the user can play an interactive game using the Internet communications;

15 (g) said step of first receiving includes interacting with an Internet informational service accessible from the network providing node when said interactive display presentations are displayed at said network user node;

(h) said step of second receiving includes receiving further information related to the product or service of the advertising presentation for which said action by the user is a response;

(i) said network address includes Internet addressing information for use in routing the request through the Internet to said network providing node;

20 (j) said step of second presenting includes presenting at least one of said additional advertising presentations concurrently with at least one of said interactive display presentations;

(k) said at least one interactive display presentation includes an output from a game instance;

(l) said destination network address is used by a hyperlink for accessing said destination network node;

25 (m) further including a step of third presenting said another presentation on said network user node, wherein at least a portion of said display maintains a graphical format displayed prior to said step of third presenting;

(n) said destination network node is an Internet site for a sponsor of said advertising presentation to which said action by the user is responsive;

30 (o) said destination network node is an Internet site identical to one of: said network providing node, and said some network node.

218. (New) The method of Claim 216, wherein at least one of said steps of first and second presenting are in response to a communication: (a) from an Internet service provider connecting the user to the network, and (b) to said some network node so that said some network node transmits one or more of: said first advertising presentation, and said additional advertising presentations to the network user node.

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219. (New) A method for providing advertising related information while playing a game on the Internet, comprising:

contacting a game playing Internet site by a user at a user Internet station;

transmitting user identification information prior to the user playing an instance of the game, wherein said user identification information is used to identify additional personal information related to the user for use during at least one subsequent instance of the game;

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initiating said at least one instance of the game by the user at the user Internet station, wherein said at least one instance includes a plurality of user plays;

first receiving, by the user, one or more advertising related presentations for presentation during a playing of said at least one instance of the game, wherein at least one of said advertising related presentations accesses Internet site identifying information for contacting an additional Internet site different from said game playing Internet site, said additional Internet site having an additional presentation responsive to input by the user to said at least one advertising related presentation;

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transmitting, for said at least one advertising related presentation, user response data to said additional Internet site, wherein said user response data is indicative of one or more inputs by the user to said at least one advertising related presentation; and

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second receiving, by the user Internet station, another advertising related presentation providing additional information about a product or service advertised in said at least one advertising related presentation.

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220. (New) A method of advertising on the Internet, comprising:  
for each of one or more users accessing the Internet, the following steps are performed:

providing, by the user, information for a subsidized Internet access from an Internet service provider;

5 connecting, by the user, to the Internet via said Internet service provider;

first receiving, from a first Internet site via the Internet, a first transmission of one or more advertising presentations for presenting on at least a portion of a display of a user node by which the user accesses the Internet, wherein said first transmission is in response to first said step of connecting;

10 first presenting, by the user node, concurrently with at least one of the advertising presentations, a collection of one or more Internet presentations from one or more Internet sites different from said first Internet site;

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15 second receiving, by the user node over time, one or more additional advertising transmissions for presenting to the user concurrently with said collection of Internet presentations, each said additional advertising transmission for providing information related to one of a product and a service, wherein each of at least most of said additional advertising transmissions is: (a) received via the Internet from said first Internet site, and (b) displayed on at least a portion of said display independently of the user providing a corresponding request to said first Internet site;

20 second transmitting, via the Internet, data indicative of an action by the user in response to a presentation of one of said first and said additional advertising transmissions, wherein said data is transmitted: (a) from said user node, and (b) to a destination node of the Internet, said destination node identified at said user node by destination Internet link information used for transmitting said data;

second receiving, via the Internet, another presentation for presenting to the user at said user node, wherein said another presentation is responsive to said action by the user.

221. The method as claimed in Claim 220, wherein said Internet service provider and said first Internet site have a same Internet address.

REMARKS